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Promotion Opportunities

Annual

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Report Highlights:

Report updates FAS Rome, Italy's promotional and marketing activities, including a listing of major Italian trade shows from Oct 2001 to Sept 2002.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Rome [IT1], IT

Report Highlights: This report updates FAS Rome Italy's listing of major Italian trade shows from October 2001 to September 2002. The purpose of this report is to inform U.S. companies in the agricultural, fishery and forest product sectors of potential export opportunities to Italy and upcoming trade events.

Disclaimer:

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.

The following is a list of upcoming Italian trade shows. While some of these shows are supported by FAS Rome, in conjunction with FCS Milan, others are organized by outside entities and are therefore listed solely for informational purposes. No endorsement should be implied unless otherwise stated. Terms and conditions of participation in these activities are the responsibility of the organizer.

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**Section II.
Italian Trade Shows****HEALTH FOOD AND INGREDIENTS**

Name of event: **SANA**
Location: Bologna, Italy
Date: September 2002
Type of show: Leading Italian Exhibition of natural nutrition, health and environment.
Frequency: Annual
Organizer: Fiere e Comunicazione srl
Via S. Vittore 14
20123 Milan
Tel. (011) (39) 02 86451078
Fax: (011) (39) 02 86453506

Name and phone number of Foreign Commercial Service Milan organizer of the U.S. Pavilion:
Piera Gattinoni
Tel: (011) (39) 02 6592260
Fax: (011) (39) 02 659561
E-mail: Milan.Office.Box@mail.doc.gov

Brief Narrative: SANA is the largest and best-known Italian trade show in the organic/health food sector. FAS Rome works with FCS Milan in organizing a U.S. pavilion at SANA and assisting U.S. companies interested in participating. The Italian demand and interest in the health food sector is growing steadily, and SANA is an excellent showcase opportunity for U.S. companies interested in exporting to Italy. The target audience for this shows includes: Italian retail product sector buyers, importers, distributors, wholesalers, brokers, and supermarket buyers.

SPECIALTY FOOD AND DRINKS

Name of Event: **VINITALY**
Location: Verona
Date: 11-15 April 2002
Type of Show: International Wine Trade Show
Frequency: Annual
Organizer: Vasco Restello - restello@veronafiere.it
Filly Nazzaro - nazzaro@veronafiere.it
Tel. (011) (39) 045 8298276
(011) (39) 045 8298241
Fax: (011) (39) 045 8298208

Name of Event: **CIBUS**

Location: Parma
Date: May 2002
Type of Show: Food & beverage
Frequency: Every two years
Organizer: E. A. Fiere di Parma
Via Rizzi 67/a
43031 Baganzola Parma
Tel. (011) (39) 0521 9961
Fax: (011) (39) 0521 996270

Name of Event: **EXPO FOOD**
Location: Milan
Date: November 9-12, 2001
Type of show: Food & beverage
Frequency: Annual
Organizer: Expo CTS
Via Londonio 2
20154 Milan
Tel. (011) (39) 02 349841
Fax: (011) (39) 02 33600493

Name of Event: **SALONE DEL GUSTO**
Location: Turin
Date: 24-28 October 2002
Type of Show: Food & beverage
Frequency: Every two years
Organizer: Slow Food Italia
Tel. (011) (39) 0172 436711
Fax: (011) (39) 0172 411299

Name of Event: **MOSTRA INTERNAZIONALE DELL' ALIMENTAZIONE (MIA)**
Location: Rimini
Date: February 2002
Type of show: Food and drink
Frequency: Annual
Organizer: Ente Fiera di Rimini
Via della Fiera, 52-C.P. 300
47037 Rimini
Tel. (011) (39) 541 711711
Fax: (011) (39) 541 786686
Internet: fierimini.it@rn.nettuno.it

Brief Narrative: CIBUS, EXPO FOOD, SALONE DEL GUSTO, MIA and VINITALY are five of Italy's most important gourmet food and drink shows. The target audience for these shows includes: Italian retail product sector buyers, importers, distributors, wholesalers, brokers, supermarket buyers, hotel and restaurant industry executives, and food sector journalists. These

shows are a great opportunity to present U.S. food as being gourmet and quality.

FOREST PRODUCTS

Name of Event: **SAIE**
Location: Bologna
Date: Oct 17-21, 2001
Type of show: Wood and other construction material
Frequency: Annual
Organizer: Bologna Fiere
Piazza Costituzione 6
40128 Bologna
Tel. (011) (39) 051 282111
Fax: (011) (39) 051 282332
Internet: Bolognafiere.it/SAIE

Name of Event: **SASMIL**
Location: Milan
Date: May 21-25, 2002
Type of show: Wood and other construction material
Frequency: Every two years
Organizer: Cosmit
Corso Magenta 96
20123 Milan
Italy
Tel. (011) (39) 02 725941
Fax: (011) (39) 02 89011563

Brief Narrative: SAIE and SASMIL are Italy's largest wood sector shows in Italy, and offer a great opportunity for the promotion of U.S. hard and soft wood for furniture design and construction. The target audience for these shows includes: importers, distributors, wholesalers, brokers, buyers and the general public.

HIDES, SKINS AND FUR

Name of event: **MIPEL**
Location: Milan, Italy
Date: March 21-24, 2002
Type of show: Leather goods
Frequency: Annual
Organizer: Aimpes-Mipel
Tel: (011) (39) 02 584511
Fax: (011) (39) 02 58451320
Website: www.mipel.com

Name of event: **MIFUR 2002**
Location: Milan
Date: March 20-24, 2002
Type of show: Leather goods and fur
Frequency: Annual
Organizer: Ente Fieristico MIFUR
Corso Venezia 51
20121 Milan
Tel: (011) (39) 02 76003315
Fax: (011) (39) 02 76022024
E-mail: mifur@wms.it

Name of event: **LINEAPELLE**
Location: Bologna
Dates: November 6-8, 2001
May 2002
Type of show: Hides and Skins
Frequency: Annual
Organizer: AREAPELLE
Tel: (011) (39) 02 8807711
Fax: (011) (39) 02 860032
E-mail: lineapelle@unic.it
Website: www.lineapelle-fair.it

Brief Narrative: MIPEL, LINEAPELLE and MIFUR are three of Italy's largest and most well attended hide, skin and fur sector trade shows. Italy is a large consumer of quality hides and fur, both for national consumption and international export of finished products. The target audience for these shows includes: Italian retail buyers, importers, distributors, wholesalers, brokers, fashion designers and journalists.

TEXTILES (WOOL/COTTON)

Name of Event: **PITTI IMMAGINE FILATI**
Location: Florence
Dates: January 2002
July 2002
Type of show: Textile & yarn
Frequency: Twice a year
Organizer: Pitti Immagine
Via Faenza 109
50100 Firenze
Tel: (011) (39) 055 36931
Fax: (011) (39) 055 3693200

Name of Event: **MODA IN/INTERTEX**
Location: Milan
Date: February 11-13, 2002
Type of show: Textiles - Cotton, Wool and Silk
Frequency: Annual
Organizer: S.I.TEX
Viale Sarca 223
20126 Milan
Tel: (011) (39) 02 66103820
Fax: (011) (39) 02 66103844
E-mail: moda_in@iol.it
www.fieramodain.it

Brief Narrative: The Italian fashion industry is a large consumer of quality textiles, and Pitti Imagine and Moda In/Intertext offer the finest selection of textiles in Italy. The target audience for these shows includes: Italian retail buyers, importers, distributors, wholesalers, brokers, fashion designers and journalists.

HORTICULTURE

Name of Event: **MACFRUIT**
Location: Cesena
Date: May 2002
Type of show: Horticulture and fruits
Frequency: Annual
Organizer: Agri Cesena S.p.A
Via Dismano, 3845
47020 Pievesestina di Cesena
Tel: (011) (39) 547 371435
Fax: (011) (39) 547 318431
Internet: agricesena@mbx.queen.it

Name of Event: **EUROFLORA**
Location: Genoa
Date: April 2002
Type of show: Horticulture-plants
Frequency: Annual
Organizer: Ente Internazionale Fiera di Genova
Piazzale F. Kennedy 1
16129 Genova
Tel: (011) (39) 010 53911
Fax: (011) (39) 010 53991270
Name of Event: **FLORMART**
Location: Padua
Date: Sept 2002
Type of show: Horticulture-plants, flowers and seeds

Frequency: Annual
Organizer: Padua Fiere
Via Tommaseo 59
35131 Padua
Tel. (011) (39) 049 840111
Fax: (011) (39) 049 840570

Brief Narrative: The Italian horticultural and nursery sector is a rapidly growing market, and EUROFLORA, FLORMART and MACFRUIT are Italy's leading shows. In addition to the horticultural aspect of the show, MACFRUIT has a significant and growing niche for organic, and therefore, is a valid promotional tool to let the Italian organic and health food sector know that U.S. suppliers can provide safe and quality products. The target audience for these shows includes: importers, distributors, wholesalers, brokers, buyers and the general public.